

X1
64/Printing Press. Boy

Sign up with

THE SHOWCARD MACHINE

produces signs of all kinds

Catalog
Rec'd 12/70

Co.



SECOND FLOOR



FESTA ITALIANA

Decorating Accessories

WITH OLD-WORLD CHARM

GIFT SHOP, FIFTH FLOOR
HUTZLER'S-1838-1963

Freshman
ORIENTATION DANCE



GEORGE SHERMAN UNION
Wednesday Sept. 4

COSSACK CAPS
... from Northking
they're warm
they're wonderful

A KMYT EDITORIAL

SALE
CRIMSON GLORY ROSE BUSHES

Monthly Bloomers
2 yr Field grown

29¢^{EA}

TIFFANY
Sterling Silver Gifts

Practical gift ideas that he
or she will use every day.

CAUTION

**KEEP AWAY
COMPRESSOR
STARTS AUTOMATICALLY**

Bakeries
BANANA LAYER CAKE
OUR OWN FEATURE

79¢

live modern for less
with **GAS**...

MICHIGAN CONSOLIDATED GAS COMPANY

made in Italy...

Snowfall on Flowers

Our luscious Box Handbag
of rayon cut velvet on rayon
... 2295

8 PIECE
Traditional Grouping

includes

- ULTRA-COIL FRANKLIN SOFA
- 2 LOUNGE CHAIRS
- 3 MERSMAN TABLES
- 2 TABLE LAMPS

\$79⁰⁰

\$10 WF

COMBINATION
BASEMENT SASH
33" x 15"

\$249

MOHAWK...
Lumber Super Market

LATEST FASHIONS...

Dashing Suburban Jackets

the most important
for Fall wear.

CHILDREN'S STORY HOUR
Every Saturday
2:00 p.m.

STORY HOUR ROOM

Children of...

DUTCH MILL CANDIES
MOTHER'S DAY SPECIAL

TWO POUNDS **2.95** REG PRICE 3.20

SPECIAL GRADED U.S. CHOICE LAMB SALE

DONALDSON'S PRESENTS
A WAVE OF FASHIONS FROM

HAPPY Hawaii

What's new
IN NECKWEAR FASHION?
Traditional ties in flamboyant Persian Knot
patterns of imported all-wool paisley prints.
by Damon 350
at Kwikie To Mail 280

A NEW CUSTOMER SERVICE FROM PRODINS

SHOWCARD MACHINES

...the common-sense answer to all your sign problems

Signs and showcards have always been fundamental merchandising tools. Their job is to help in the "telling" that is a necessary part of any selling. In some cases they result in sales all by themselves; in other cases they at least instigate sales that might otherwise be missed; in all cases they reduce the amount of other sales effort involved.

Today's merchandising trends place even greater emphasis on adequate, attractive signing. The growth of self-service, for example, and the search for more efficient use of sales personnel are just two of many reasons. Alert merchandising men fully realize the need for an adequate signing program, and are turning to sign printing machines as the most effective and economical way to implement such a program.

BUILT TO SELL . . . FOR YOU!

The Showcard Machine Company pioneered in the making of such sign printing equipment, and for more than 35 years has helped set the pace in their construction and operation. Today's Showcard Machines offer a combination of speed, simplicity, versatility and economy that has made them first choice of many of the world's leading firms, both in this country and abroad.

The Showcard Machine requires no special skills or experience. Anyone can operate it and turn out professional looking signs and showcards. Yet it offers complete freedom of layout, color and type selection. It prints with equal facility on cards, paper, cloth, wood or any similar surface, and prints from cuts as well as type.

CHAMPION IN SPEED AND ECONOMY

Its unique type-setting procedure cuts set-up time to a minimum, and its extreme simplicity both speeds operation and reduces danger of error. We dare to claim, flatly, that the Showcard Machine can turn out more jobs per day — and that includes one-of-a-kind orders, too — than any equipment of its kind on the market.

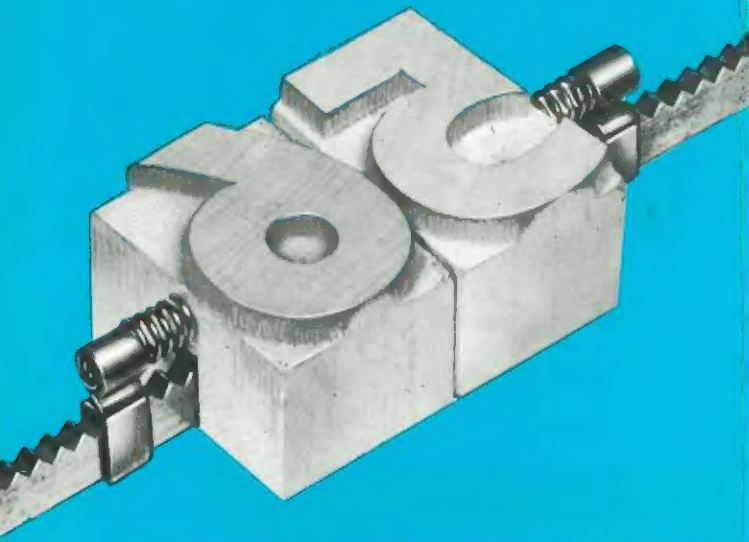
Certainly in terms of economy the Showcard Machine challenges all others. It bears only a moderate price tag to begin with; its speed and ease of operation make each sign job a matter of pennies; and its simple rugged construction assures a long lifetime of maintenance-free service.

BACKED BY A 5-YEAR GUARANTEE

To give you every measure of assurance, each Showcard Machine is unconditionally guaranteed for a full 5 years, against practically everything except abuse. Nothing less than its husky unit-cast construction, nothing less than its long record of trouble-free service, could make possible such a guarantee. Read some of the typical users' reports (see Page 26) and you'll understand why Showcard Machines can promise you such performance.

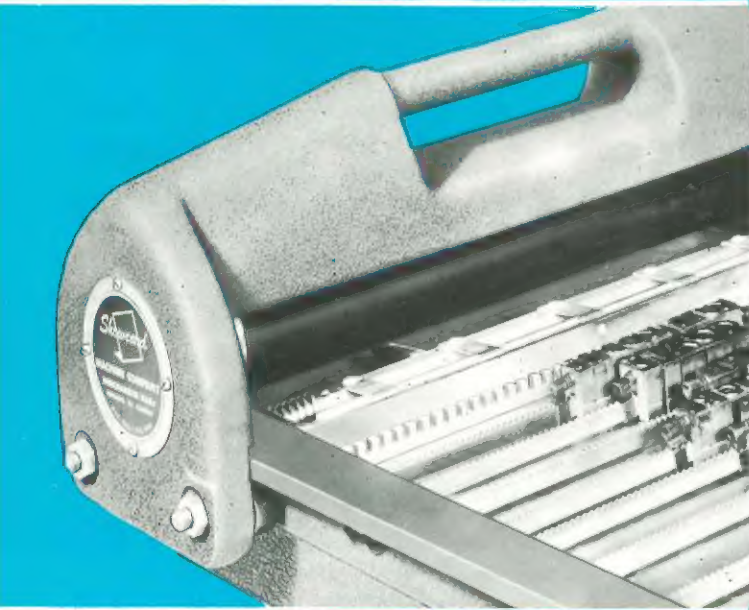
Whatever your sign-making requirements, there is a model of the Showcard Machine to handle the job, and quickly save its own cost. These are described on the following pages. The complete selection of type faces available is shown on pages 24 and 25, and accessories and supplies on pages 22 and 23.

Only Showcard Machines offer *all* these features



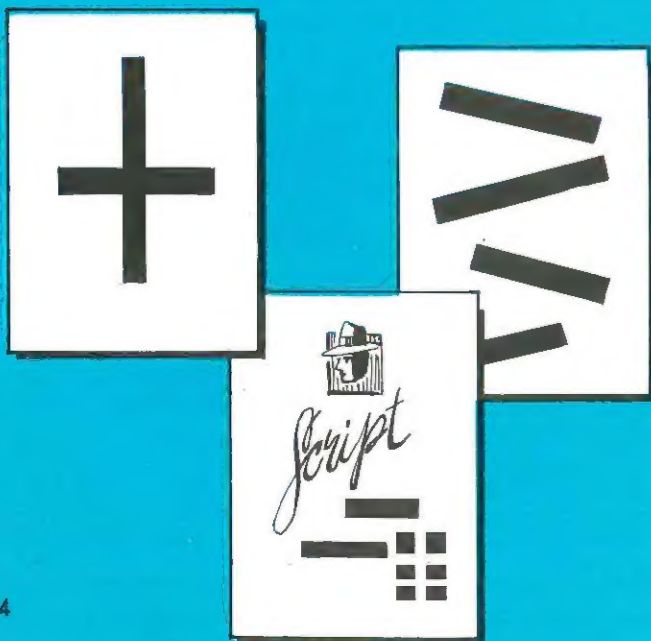
PATENTED TYPE LOCKING

You simply set slotted type on bars, and slide special locking clips into position. Type bars fit into notched guides at sides of bed; no "blocking" required. You can adjust line-up, centering or layout in a matter of seconds.



RUGGED SIMPLICITY

The only moving parts are in the carriage, which is mounted on pre-lubricated, sealed ball bearings. Massive construction of bearings permits thousandth-of-an-inch accuracy, maintains factory setting for years without requiring mechanical adjustment of any kind.



COMPLETE VERSATILITY

Imposes no layout restrictions. Set copy either way, or at an angle. Mix type faces as you wish. Print cuts as well as type, on almost any surface, as many colors as you wish in one operation.

WHERE AND HOW SHOWCARD MACHINES ARE BEING USED...

Merchandising Activities—Department stores, variety chains, discount stores, and retail stores of all kinds find many uses for printing price markers, announcement signs, counter cards and general signs. Supermarkets, bakeries, restaurants and dairies also find many uses for the versatile Showcard Machine.

Audio Visual Departments—Schools, libraries, commercial firms and museums use these machines for signs, posters, flip charts, opaque and transparent projection slides and offset printing masters.

Institutions and Government Agencies—Hospitals, schools and government agencies find many and varied uses for their machines.

Television, Radio Stations and Advertising Agencies—For general signs, balop cards, posters and projection transparencies.

Industrial Plants and General Offices—For safety signs, directionals, bin markers, bulletins, vocational training classes, and signs.

Post Exchanges—throughout the world have found the Showcard Machine to be a big timesaver in preparing signs of all kinds.

Wholesalers—in the food and drug field use them and so do rack jobbers.

LOOK AT THE RECORD—Many Showcard Machines in use today have been serving satisfied users for over 40 years. Many have had no maintenance costs and with others the maintenance has been nominal.

LEADING MERCHANTISERS

Here's a partial list of Showcard Machine users . . .

Regensteins, Atlanta
Zachary, Atlanta
Davison-Paxon Co., Atlanta
Hochschild, Kohn & Co., Baltimore
Hutzler's, Baltimore
Stewart's, Baltimore
Pizitz, Birmingham
Wm. Filene's Sons Co., Boston & Branches
Gorin's, Inc., Boston
Jordan Marsh Co., Boston & Branches
The Wm. Hengerer Co., Buffalo
Hens & Kelly, Buffalo
J. B. Ivey & Co., Charlotte & Branches
Millers Bros. Co., Chattanooga
Lytton's, Chicago & Branches
Marshall Field & Co., Chicago
Saks Fifth Avenue
Chas. A. Stevens, Chicago
Mabley & Carew Co., Cincinnati
H. & S. Pogue, Cincinnati
F. & R. Lazarus Co., Columbus
M. Lichtenstein & Sons, Corpus Christi
The May Co., Denver & Branches
Crowley's, Detroit & Branches
The J. L. Hudson Co., Detroit & Branches
Hughes-Hatcher-Suffrin, Detroit & Branches
Wolf & Dessauer Co., Fort Wayne
Meijer Thrifty Acres, Grand Rapids & Branches
G. Fox & Co., Hartford
Sage-Allen Co., Hartford
L. S. Ayres, Indianapolis & Branches
Wm. H. Block, Indianapolis
H. P. Wasson, Indianapolis
Miller & Paine, Lincoln

Buffums, Long Beach
Bond Stores, Los Angeles, San Francisco,
Detroit, Atlanta
Broadway-Hale, Los Angeles & Branches
Sam Shainberg Dry Goods Co., Memphis &
Branches
Gimbel-Schusters, Milwaukee
Milwaukee Boston Store, Milwaukee
Dayton Co., Minneapolis
Donaldson's, Minneapolis
Young, Quinlan, Rothschild, Minneapolis
Loveman's, Montgomery
Alexander's, New York & Branches
Arnold Constable, New York
S. Klein, New York & Branches
Lord & Taylor, New York
Stern Brothers, New York & Branches
Strawbridge & Clothier, Philadelphia & Branches
Porteous, Mitchell & Braun Co., Portland
The Outlet Co., Providence
Herberger's, St. Cloud & Branches
Miller-Rhoads, Richmond & Branches
B. Forman, Rochester
Scruggs, St. Louis
Stix Baer & Fuller Co., St. Louis & Branches
Forbes & Wallace, Inc., Springfield
Dey Brothers, Syracuse
E. W. Edwards & Son, Syracuse & Rochester
Lansburgh's, Washington, D. C.
Woodward & Lothrop, Washington, D. C.
Johnson-Hills, Wisconsin Rapids
Almart Stores
Arians
Baza'r
Belk's—Over 80 Stores.

Bradlees
Buckeye Marts
Fedco
Fed Mart
J. M. Fields
Franklin Stores
Gaylords
W. T. Grant—Over 200 Stores
Interstate Stores
King's Dept. Stores
Lane Bryant
J. J. Newberry & Co.
McCrorry-McLellan—Green Stores
Fred Meyer
Nichols Discount City
Ontario Stores
J. C. Penney Co., Inc.—Over 1300 Stores
Rose's Stores
Sears, Roebuck & Co.—Over 650 Stores
Shopko
Shoppers Fair
Spartan-Atlantic
Target Stores
Topps
Town & Country
Two Guys
Wal-Mart
F. W. Woolworth & Co.—Over 1100 Stores
Woolco Dept. Stores
Woolworth Dept. Stores
Zayre
Zody's
Simpson-Sears, Ltd.
Steinberg-Miracle Mart
Zellers

DIMENSIONS

Model "7-11": 24" x 11" x 5½"

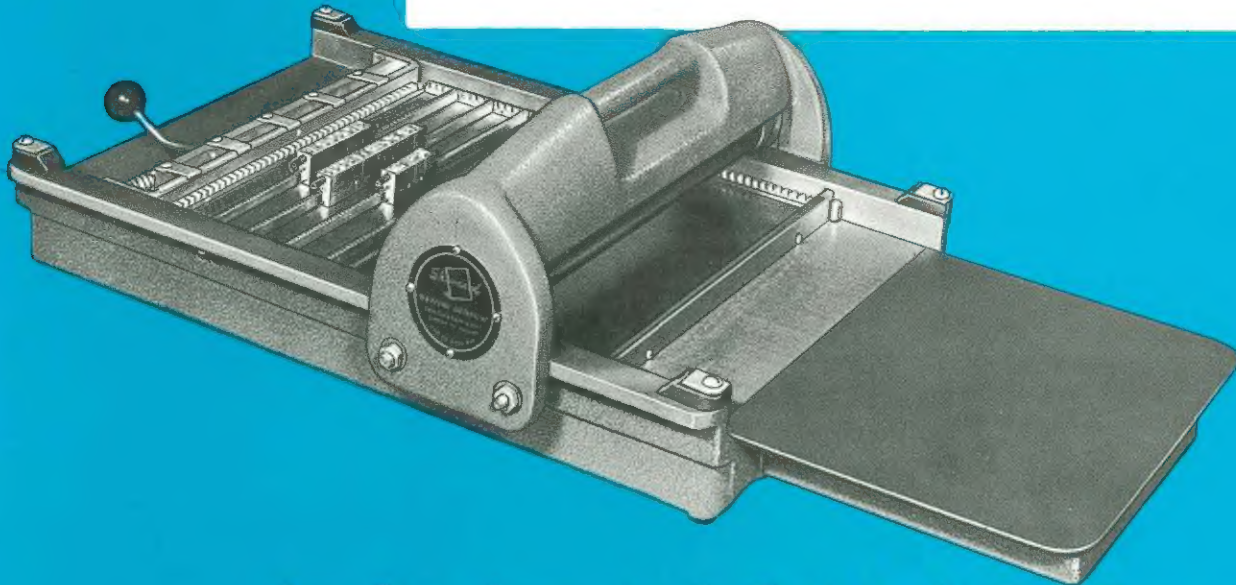
Type Rack: 20" x 11" x 17"

Complete shipping weight: 100 lbs.

SHOWCARD MACHINE

MODEL "7-11"

Prints all sizes up to 7" x 11"



Low Cost Answer for the Bulk of All Sign Requirements

Smallest member of the Showcard Machine line, the Model "7-11" has the same rugged cast steel construction as the larger models, and the same time-proved features, high-lighted in the preceding pages, that spell maximum speed and ease of operation. It brings the Showcard Machine advantages within the reach of the smallest store and has become the low-cost work horse of many large sign shops.

Model "7-11" — Showcard Machine with Sign Center

The "7-11" Sign Center, opposite, combines the "7-11" with a specially tailored, handsomely finished all-metal unit that is work bench, storage cabinet and type rack all in one. A built-in fluorescent lamp illuminates type rack and work. Everything is at convenient working height; type rack at finger tips; open shelves for card stock; drawers for storage of extra type and supplies; even pull-out shelf for added working space when needed.

Note dimensions at left; only four square feet of floor space needed. Standard equipment and accessories with sign center are the same as listed here for Model "7-11" below.

STANDARD EQUIPMENT INCLUDED WITH SHOWCARD MACHINE MODEL "7-11"

- 7 Short type bars (for printing crosswise of card)
- 5 Long type bars (for printing lengthwise of card)
- 14 Type clips
- 2 Inking rollers
- 1 Tube Black ink
- 1 Tube Red ink
- 1 Bed Plate of any gauge
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 3A font, 60 point, caps
- 1 Figure font, 60 point
- 1 Figure font, 1½" high
- 1 20" x 20" metal type rack
- 1 Gal. type cleaner
- 1 Can Hand Cleaner



DIMENSIONS

"7-11" Sign Center:
24" x 24" x 58"

Shipping weight: 155 lbs.

See pages 24 and 25 for available type faces and sizes.

SHOWCARD MACHINE MODEL "C"

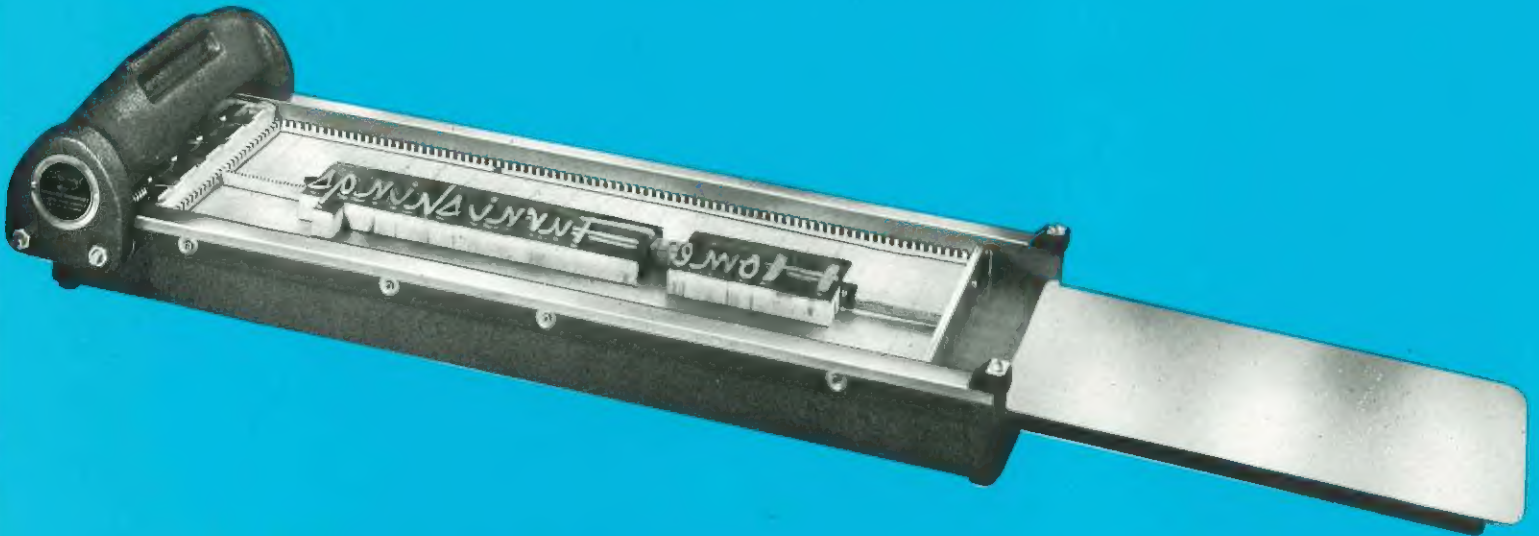
Prints all sizes up to 8" x 22"

DIMENSIONS

Model "C": 44" x 11" x 6½"

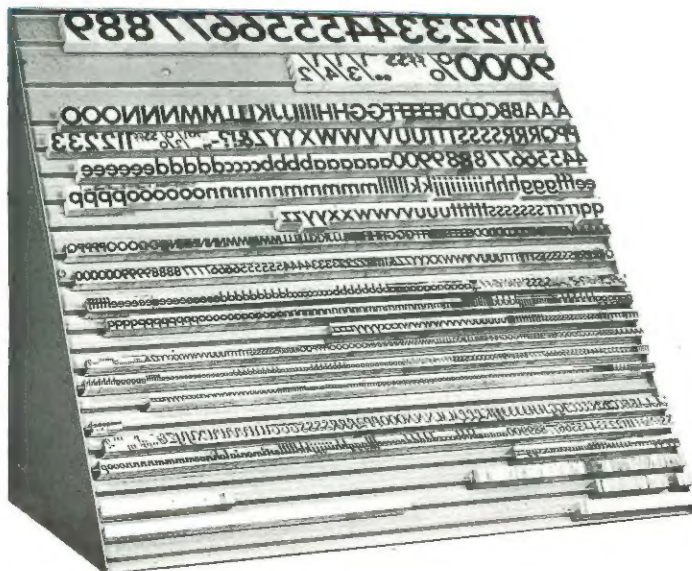
Type Rack: 30" x 17" x 25"

Complete shipping weight, 140 lbs.



The Model "C" is an unusual extra in the Showcard Machine line-up. It provides the extra width needed for pennants and streamers, without undue price penalty. For the smaller store it makes possible a much wider variety of promotional material; for the larger

sign department it handles many specialized tasks more efficiently than ever before. Rugged construction and silk-smooth operation are the same as for all Showcard Machines.



STANDARD EQUIPMENT FURNISHED WITH THE MODEL "C"

- 7 Short type bars (for printing crosswise of card)
- 4 Long type bars (for printing lengthwise of card)
- 14 Type clips
- 2 Inking rollers
- 1 Tube Black ink
- 1 Tube Red ink
- 1 Bed plate of any gauge
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 3A font, 72 point, caps
- 1 Figure font, 72 point
- 1 3A font, 1½", caps
- 1 Figure font, 1½"
- 1 30" x 30" metal type rack
- 1 Gallon type cleaner
- 1 Can hand cleaner

See pages 24 and 25 for available
type faces and sizes.

SHOWCARD MACHINE

MODEL "A"

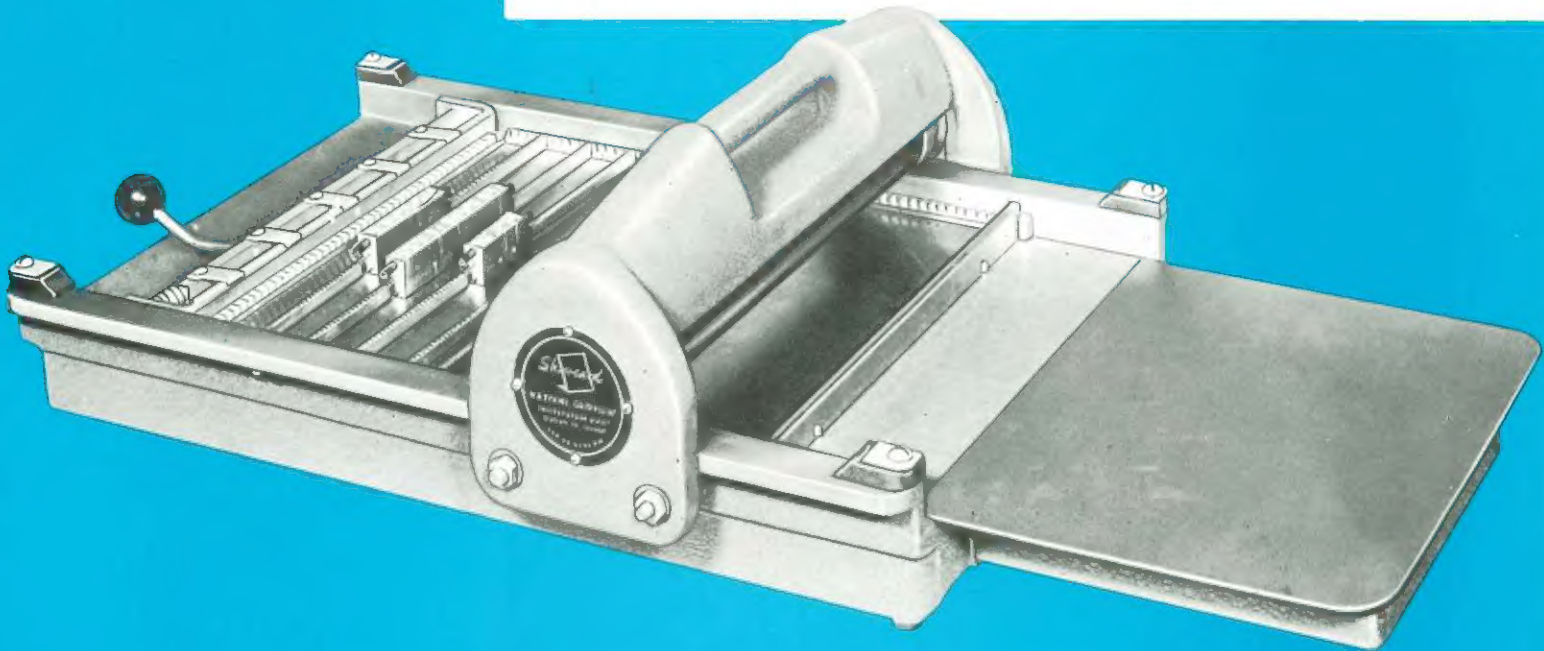
Prints all sizes up to 12" x 15"

DIMENSIONS

Model "A": 33" x 16½" x 8"

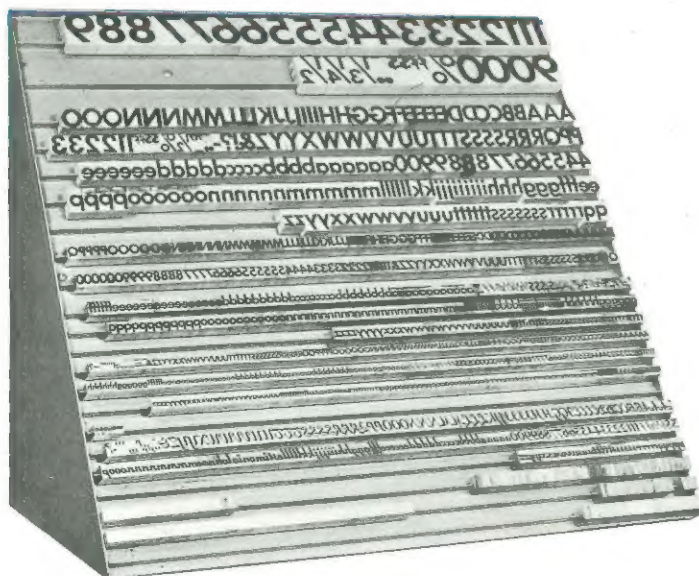
Type Rack: 30" x 17" x 25"

Complete shipping weight, 230 lbs.



This is the popular "quarter sheet" machine, big in quality and value. Its range encompasses the great majority of all sign needs and its speed and simplicity

have made it first choice of many of the world's largest merchandising firms. It's moderately priced, yet there isn't a huskier, harder-working machine on the market.



STANDARD EQUIPMENT FURNISHED WITH THE MODEL "A"

- 1 Card drying rack
- 8 Short type bars for printing crosswise of the card
- 5 Long type bars for printing lengthwise of the card
- 16 Type clips
- 1 Inking plate
- 2 Inking rollers
- 1 Tube Black ink
- 1 Tube Red ink
- 1 30" x 30" Metal type rack
- 1 Bed plate
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 6A font, 48 point, lower case
- 1 3A font, 72 point, caps
- 1 Figure font, 72 point
- 1 Figure font, 1½" high
- 1 Figure font, 2" high
- 1 Gallon type cleaner
- 1 Can hand cleaner

See pages 24 and 25 for available type faces and sizes.

MODEL "A" SHOWCARD MACHINE with **SIGN CENTER**

DIMENSIONS
Model "A" Sign Center
34" x 24" x 58"
Shipping weight, 187 lbs.

This Sign Center is similar to that offered with the Model "7-11", and like it offers a complete sign shop in a minimum amount of space. It results from teaming up the Model "A" with a specially designed all-metal unit that is work bench, storage cabinet and type rack all in one. It is complete even to a fluorescent lamp above the type rack to illuminate the work properly.

The Sign Center is designed first of all for the convenience of the operator. It places the Showcard Machine at the proper working height, and holds all necessary materials within easy reach. An extra large type rack is provided as an integral part of the unit, directly behind the machine. Below the machine are drawers for storing ink, extra type, and supplies of all kind. There are open shelves below this, to accommodate an ample supply of card stocks. At one side there is a convenient pull-out shelf to provide additional working space when needed.

Because of its compact size, this Model "A" Sign Center needs only a few square feet of floor space. The cabinet itself is constructed entirely of heavy metal, with a handsome gray enamel finish. Altogether it represents an ideal answer for many requirements—one that combines maximum operating efficiency with lasting economy.

STANDARD EQUIPMENT FURNISHED WITH MODEL "A" SIGN CENTER

This unit includes the Model "A" Showcard Machine and all the standard equipment and accessories furnished with it, as listed on opposite page, except for the separate type rack.



DIMENSIONS

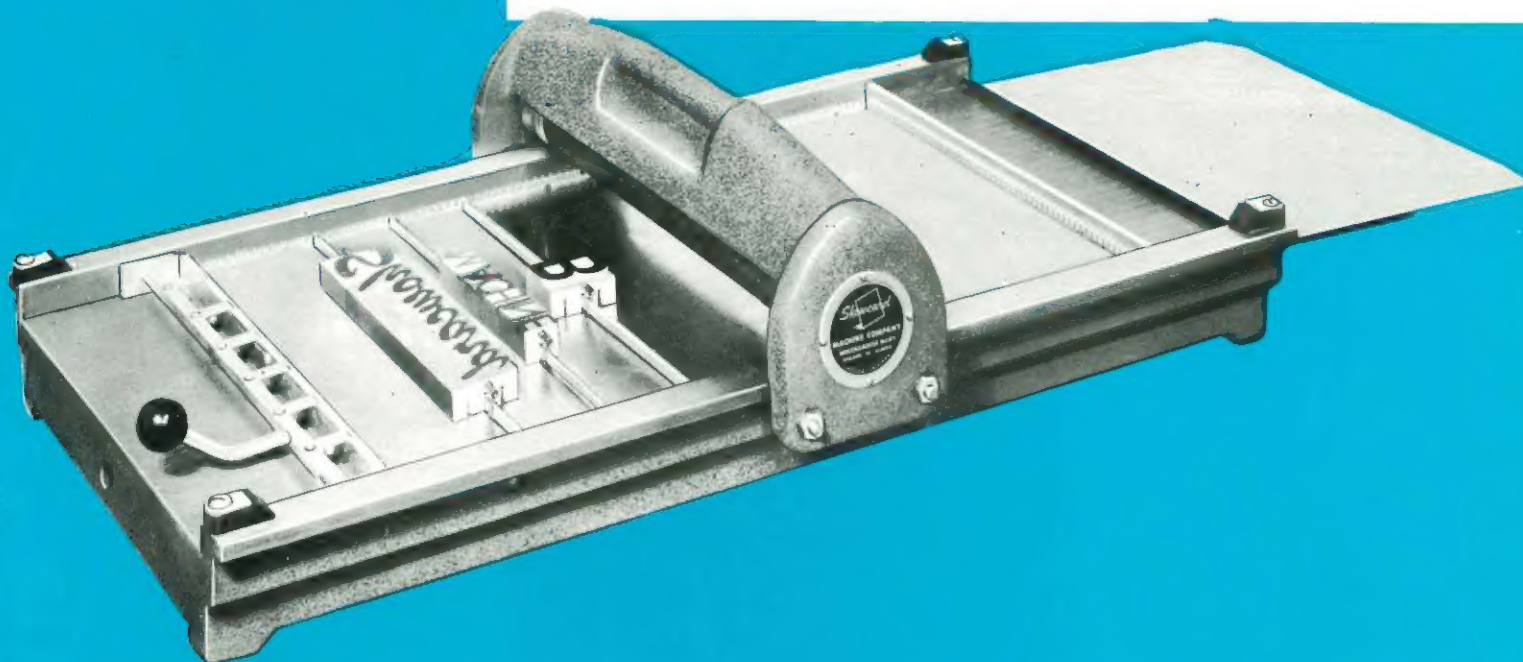
Model "B": 43" x 19" x 8¼"

Type Rack: 30" x 17" x 25"

Complete shipping weight, 300 lbs.

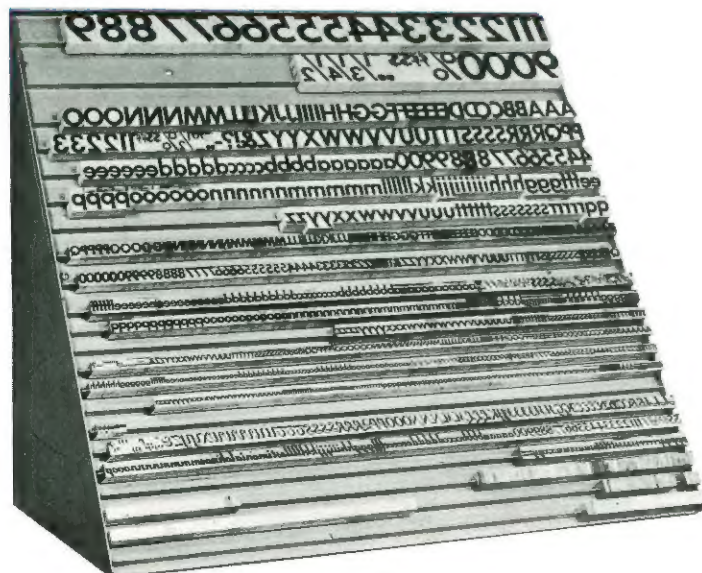
SHOWCARD MACHINE MODEL "B"

Prints all sizes up to 14" x 22"



The Model "B" is a half-sheet machine, with a printing capacity to handle a wide range of cards, posters, pennants and the like. Big jobs or small, it offers the same speed and ease of operation. Yet it carries only

a small price tag for such big size. Dollar for dollar it offers more versatility, more all-around performance and much more rugged construction than anything of its kind.



STANDARD EQUIPMENT FURNISHED WITH THE MODEL "B"

- 1 Card drying rack
- 12 Short type bars for printing crosswise of card
- 7 Long type bars for printing lengthwise of card
- 24 Type clips
- 2 Inking rollers
- 1 Tube Black ink
- 1 Tube Red ink
- 1 Bed plate
- 1 30" x 30" Metal type rack
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 6A font, 48 point, lower case
- 1 6A font, 72 point, caps
- 1 Figure font, 72 point
- 1 3A font, 1½", caps
- 1 Figure font, 1½" high
- 1 Figure font, 2 high
- 1 Gallon type cleaner
- 1 Can hand cleaner

See pages 24 and 25 for available
type faces and sizes.

SHOWCARD MACHINE MODEL "B-SPECIAL"

Prints all sizes up to 15" x 23"

DIMENSIONS

Model "B-Special": 43" x 19" x 8 1/4"

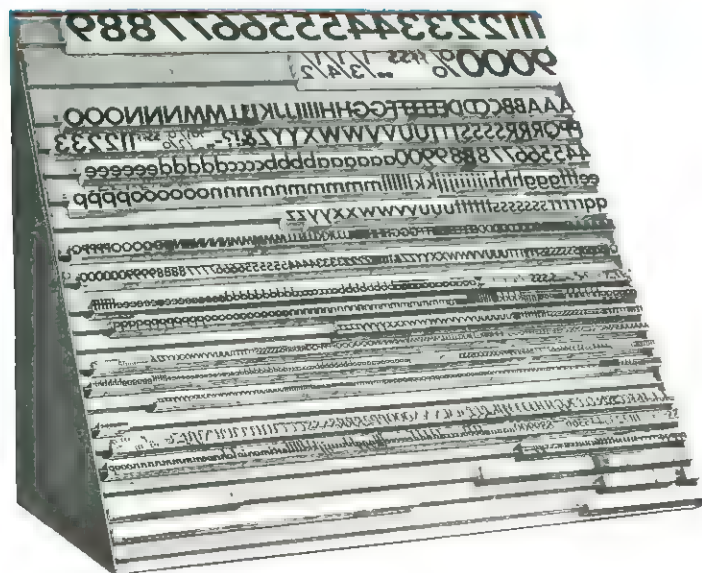
Type Rack: 30" x 17" x 25"

Complete shipping weight, 300 lbs.



Same capacity, and the same size, as the Model "B", but fitted with a new carriage assembly that makes operation even simpler and more foolproof. The carriage has a toggle arrangement which automatically lifts the impression cylinder when backed across the work, to eliminate danger of blurring or smearing. The carriage also has instant adjustment for varying thicknesses of stock; turning a small calibrated hand wheel changes the setting of the impression cylinder

for just the right printing pressure. The massive construction of the carriage and the liberal use of oversized bearings are proof against any conceivable amount of wear.



- 1 Card drying rack
- 12 Short type bars for printing crosswise of card
- 7 Long type bars for printing lengthwise of card
- 24 Type clips
- 2 Inking rollers
- 1 Tube Black ink
- 1 Tube Red ink
- 1 Bed plate
- 1 30" x 30" Metal type rack
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 6A font, 48 point, lower case
- 1 6A font, 72 point, caps
- 1 Figure font, 72 point
- 1 3A font, 1 1/2", caps
- 1 Figure font, 1 1/2" high
- 1 Figure font, 2 high
- 1 Gallon type cleaner
- 1 Can hand cleaner

See pages 24 and 25 for available type faces and sizes.

DIMENSIONS

SIGN CENTER

Model "B" and "B-Special"
34" x 24" x 58"

Shipping weight: 187 lbs.

Model "B" and "B-Special" **SHOWCARD MACHINES with** **SIGN CENTER**



Here is the Sign Center of the same type offered with Models "7-11" and "A" but teamed up with the popular Models "B" and "B Special" described on the two preceding pages.

The result is a complete sign shop—a work bench, a storage cabinet and a type rack—all in one compact unit occupying less than six square feet.

In designing the Sign Center, first consideration was given to convenience of operation. The machine is placed at the right working height. All necessary materials are within easy reach. Conveniently placed behind the machine is an extra large type rack right at the operator's finger tips. Three handy drawers

provide storage for extra type, ink and other supplies. Roomy open shelves accommodate a full supply of card stock. A highly useful feature is the pull-out-shelf at the left to give the operator extra working area when needed. Equally important is the built-in fluorescent lamp above the type rack to fully illuminate the entire operation.

The cabinet is sturdily built of heavy gauge metal finished in handsome enamel. In this Model "B" and "B Special" Sign Center is found the efficient, practical, permanent and therefore economical answer to a wide range of sign requirements.

Model "B" and "B-Special" SHOWCARD MACHINES with EFFICIENCY UNIT

DIMENSIONS

Machine Table: 42" x 30" x 52"

Type Table: 30¼" x 30" x 59"

Combined shipping weight, 610 lbs.



Here is the ultimate in sign-making equipment. A completely self-contained sign shop, it provides maximum efficiency in only a minimum of floor space.

The work table holds the Showcard Machine at the correct working height, and places all necessary materials within easy reach of the operator. There are shelves to provide ample space for storage of card stock and supplies of all kinds, and a convenient drying shelf above and behind the machine.

The type table has a big 30" x 30" metal type rack,

plus convenient pull-out drawers for storage of additional type. This type table is mounted on casters so it can be rolled out to any convenient position, then pushed back against the wall when not in use.

This efficiency unit is strongly made of steel, with a handsome enamel finish. The quality of materials and workmanship assures a long lifetime of service.

DIMENSIONS

Model "MA-52": 45" x 33" x 14"

Type Rack: 30" x 17" x 25"

Complete shipping weight, 900 lbs.

SHOWCARD MACHINE MODEL "MA-52"

Prints all sizes up to 25" x 35"



Here is the Showcard Machine in its finest development. It offers extra-size to begin with—prints larger than full sheet cards. Extra care has been lavished on every detail of its construction. Countless refinements over the years have made this model not only star of the Showcard line, but the finest full sheet machine on the market.

It has a surprising ease of operation for a machine of such size. Generous use of ball bearings provides smooth, almost effortless action, so that only finger tip pressure is required to roll the carriage across the bed.

The carriage has a toggle arrangement which automatically lifts the impression roller when backed across the work to eliminate danger of blurring or smearing. To adjust for varying thicknesses of paper or card stock the setting of the impression roller can be changed in a moment by turning a calibrated hand wheel.

A special pedal assembly is provided to operate the clamps that hold the card in position. This is mounted at the floor; foot pressure then releases or closes the gripper clamps, leaving both hands of the operator free.

Like all Showcard Machines, the Model "MA-52" offers practically unlimited scope of layout, colors and type selection. It is constructed of the very finest materials, and has a special hardened steel track for carriage rollers. It is guaranteed for a full five years against practically everything but abuse.

Standard equipment furnished with the Model "MA-52" has been selected to make it a deluxe installation in every respect.

No effort has been spared to make this the finest equipment that 35 years of experience could produce. You can pay much more for a machine of equal capacity, yet you cannot buy its equal in durability and all-around performance at any price.

STANDARD EQUIPMENT FURNISHED WITH THE MODEL "MA-52"

DIMENSIONS

Model "MA-52"

Overall Size: 60" x 33" x 43"

Type Table: 30 1/4" x 30" x 59"

Combined shipping weight, 1157 lbs.

- | | |
|---|---------------------------------|
| 1 Card drying rack | 1 6A font, 72 point, lower case |
| 3 30" x 30" type racks | 1 6A font, 1 3/8", caps |
| 2 Inking rollers | 1 Figure font, 1 3/8" high |
| 2 Inking plates | 1 3A font, 2", caps |
| 15 Short type bars (for printing crosswise on card) | 1 Figure font, 2" high |
| 8 Long type bars (for printing lengthwise on card) | 1 3A font, 3", caps |
| 30 Type clips | 1 Figure font, 3" high |
| 1 6A font, 30 point, caps and figures | 1 Tube Black ink |
| 2 6A fonts, 30 point, lower case | 1 Tube Red ink |
| 1 6A font, 48 point, caps and figures | 1 Gallon type cleaner |
| 2 6A fonts, 48 point, lower case | 1 Can hand cleaner |
| 1 6A font, 72 point, caps | 1 Foot treadle |
| 1 Figure font, 72 point | |

See pages 24 and 25 for available type faces and sizes.

SHOWCARD MACHINE Model "MA-52" Deluxe Unit

The Model "MA-52" can also be furnished complete with a machine stand and type table as illustrated. This Deluxe Unit is a self-contained sign shop, provides facilities for storage of all materials. The type table rolls forward for maximum ease of operation, can be pushed back out of the way when not in use. Fluorescent light is included to illuminate the work properly.



Type table replaces
the three 30x30"
type racks



DIMENSIONS

Overall Size: 77" x 37 1/2" x 43"

Shipping weight: 755 lbs.

SHOWCARD MACHINE MODEL "DFS"

Prints all sizes up to 30" x 45"



The basic construction of the Model "DFS" is an exact counterpart of the unrivalled Model "MA-52". But it is still bigger—to meet the largest, most varied and most specialized requirements.

Largest and finest in the Showcard Machine line, the big Model "DFS" (for Double Full Sheet) embodies the unduplicated list of features described on the two preceding pages. The same silk-smooth, almost effortless ease of operation notwithstanding its large size. The same automatic lifting of the impression roller. The same micrometer adjustment for varying weights of paper stock. The same convenient pedal for gripping and releasing. Above all, the same uncompro-

missing quality and extra care in manufacturing that distinguishes Showcard Machines from all others.

The Model "DFS" is furnished complete with stand as illustrated. Standard equipment furnished also includes 15 short type bars, 8 long type bars, 30 type clips and 8 lock-up magnets. Because the Model "DFS" is so often used for specialized jobs it is not furnished with type or type cabinet; this is done so purchaser can specify exactly what fonts of type and other equipment are desired.

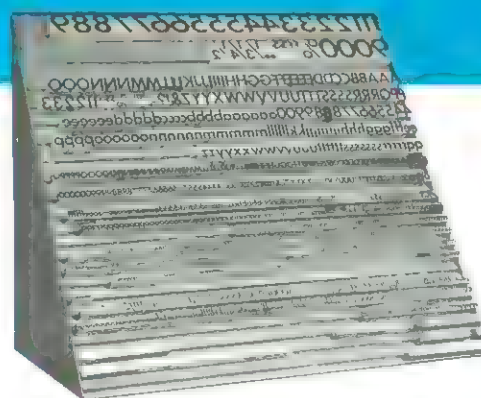
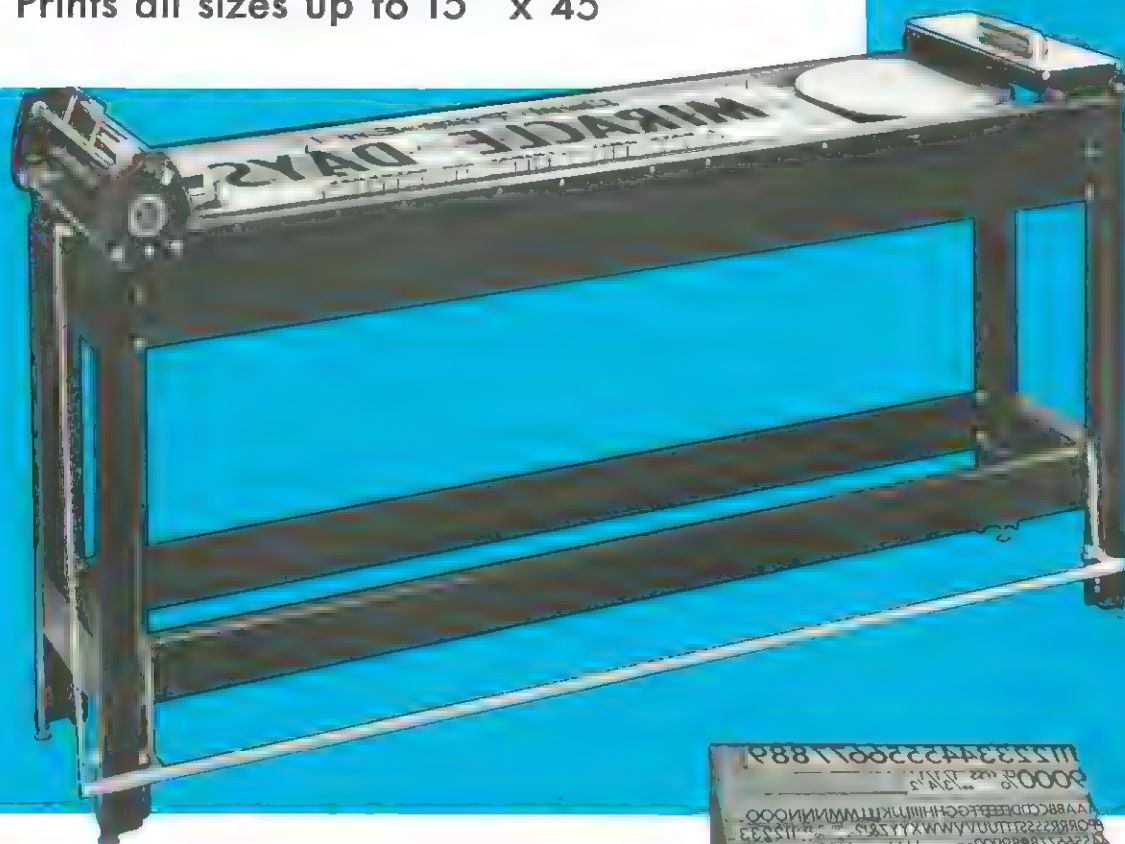
Supplies, accessories and type are presented on pages 22 through 25. Specimen books of type faces and price information will be promptly furnished upon application.

SHOWCARD MACHINE "LONG-MASTER"

Prints all sizes up to 15" x 45"

DIMENSIONS

Overall size: 72" x 19" x 41"
Type Rack: 30" x 17" x 25"
Complete shipping weight, 665 lbs.



Two of these racks are furnished with the "Long-Master"

The "Long-Master" answers a long felt need for making those really long window streamers, pennants and banners, but it will still handle the bulk of all sign needs in the average store or sign shop. Its proportions represent a happy compromise, providing oversize length, but not oversize price.

It embodies an automatic inking unit, highly desirable for those jobs requiring multiples of the same sign. An ingenious toggle arrangement lifts the impression cylinder away from the type when backed, preventing all blurring or smudging. Impression cylinder can be accurately adjusted in seconds for any stock thickness. Liberal use of anti-friction bearings eliminates wear and provides smooth operation. Like all Showcard Machines it is guaranteed for full five years.

The "Long-Master" is built of cast steel for heavy duty use with rugged steel stand as illustrated. Standard equipment is listed opposite. Two convenient all metal 30" x 30" type racks, as illustrated, are furnished. Purchaser may select from any Showcard Machine standard type faces—a broad and attractive selection.

Standard Equipment furnished with "Long-Master"

- | | |
|--|---------------------------------|
| 1 Machine stand | 1 6A font, 48 point, lower case |
| 2 30" x 30" metal type racks | 1 Figure font, 48 point |
| 1 Card drying rack | 1 6A font, 72 point, caps |
| 2 Inking rollers | 1 Figure font, 72 point |
| 12 Short type bars
(for printing crosswise on card) | 1 3A font, 1 1/4", caps |
| 5 Long type bars
(for printing lengthwise on card) | 1 Figure font, 2" |
| 24 Type clips | 1 3A font, 4", caps |
| 1 6A font, 30 point, caps and figures | 1 Figure font, 4" |
| 2 6A fonts, 30 point, lower case | 1 Tube Black ink |
| 1 Figure font, 30 point | 1 Tube Red ink |
| 1 6A font, 48 point, caps and figures | 1 Lock-up magnets |
| | 1 Gallon type cleaner |
| | 1 Can hand cleaner |

See pages 24 and 25 for available
type faces and sizes.

DIMENSIONS

"Signmaster": 50" x 19" x 9½"

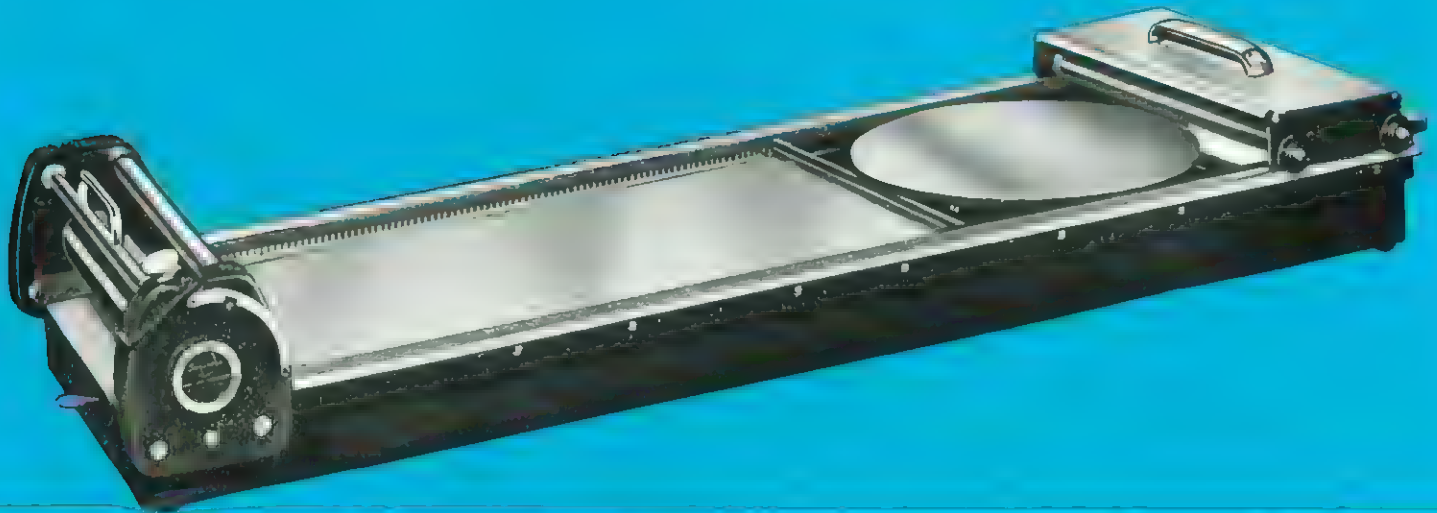
Type Rack: 30" x 17" x 25"

Complete shipping weight, 390 lbs.

SHOWCARD MACHINE

"Signmaster"

Prints all sizes up to 15" x 23"



This is a specialized variation of the Showcard Machine, designed primarily for speedy production of cards in quantity. Whether it's one-of-a-kind, or hundreds of the same kind, this Showcard Machine "*Signmaster*" offers a highly efficient, economical answer.

The speed of the "*Signmaster*" comes through use of a perfectly designed mechanical inking unit in connection with Showcard Machine's unique, patented fast type-setting method. A special carriage at the right, housing inking rollers, is simply passed over the inking plate and onto the type for each impression. Each operation of the inking unit carriage rotates the inking plate automatically. Yet the inking plate can be locked in position if desired, and used as a split fountain to permit two or more color printing at one time.

The construction of the machine is outstanding in every detail. Anti-friction bearings are used extensively throughout, to hold friction and wear to a minimum and to insure light, free action. Few machines

of any kind offer such rugged yet smooth-acting construction.

An ingenious toggle arrangement has been built into the impression cylinder, to lift the roller away from the type when the carriage is backed across the set-up. A simple twist of the handle is all it takes to eliminate any danger of blurring or double impression on larger cards or paper.

The pressure of the impression cylinder can be adjusted easily too. Turning a dial at the side permits instant adjusting for varying thicknesses of stock, from paper up to 100 point board. A simple locking device holds any desired setting.

The "*Signmaster*" provides the complete freedom of layout and type selection found in all Showcard Machines. It accommodates cuts and electros as well as type; prints in either direction or at an angle, and prints on any type of surface. It's a brand new idea in sign printing machines, yet it utilizes only time-tested operating principles.

"Signmaster" WITH THE EFFICIENCY UNIT

DIMENSIONS

Machine Table: 42" x 30" x 52"

Type Table: 30 1/4" x 30" x 59"

Combined shipping weight, 710 lbs.

STANDARD EQUIPMENT FURNISHED WITH THE "SIGN-MASTER"

- | | |
|---|---------------------------------|
| 1 Type rack (30 x 30 metal) | 1 6A font, 48 point, lower case |
| 1 Card drying rack | 1 Figure font, 48 point |
| 2 Inking rollers | 1 6A font, 72 point, caps |
| 12 Short type bars (for printing crosswise on card) | 1 Figure font, 72 point |
| 7 Long type bars (for printing lengthwise on card) | 1 3A font, 1 3/4", caps |
| 24 Type clips | 1 Figure font, 1 3/4" high |
| 1 6A font, 30 point, caps and figures | 1 Figure font, 2" high |
| 2 6A fonts, 30 point, lower case | 1 Tube Black ink |
| 1 Figure font, 30 point | 1 Tube Red ink |
| 1 6A font, 48 point, caps and figures | 1 Gallon type cleaner |
| | 1 Can hand cleaner |

See pages 24 and 25 for available type faces and sizes.

A completely self-contained sign shop, this efficiency unit has convenient shelves for card stock and supplies of all kinds. The type table has a large type rack plus drawers for additional type. This type table is mounted on casters so it can be rolled to any convenient position, then pushed out of the way. Unit is made entirely of steel, with handsome enamel finish.



Type table replaces 30x30" type rack

DIMENSIONS

Overall Size: 69" x 30" x 43"

Type Rack: 30" x 17" x 25"

Cabinet: 25" x 22½" x 25"

Complete shipping weight: 1175 lbs.

SHOWCARD MACHINE

full sheet Signmaster

Prints all sizes up to 22" x 28"



This king-size Full Sheet Signmaster machine handles multiple sign jobs like nothing else can. For producing just one or hundreds-of-a-kind—signs, posters or pennants—this model offers unmatched efficiency, speed and economy.

The Full Sheet Signmaster is a real producer and handles all work up to a full sheet, 22" x 28" in size. This model has all the simplicity, rugged strength and easy operation of the other model Showcard Machines. Also it offers the same easy method of type setting, same freedom of layout and same cast steel construction.

The mechanical inking unit follows the same time-proven design as used in regular Signmaster.

The unit is pulled across the inking plate and onto the type set-up for each impression. Inking plate rotates automatically each time. Liberal use of anti-friction bearings throughout makes operation almost effortless.

An ingenious toggle arrangement lifts the impression roller from the type when the carriage is returned across the set-up, thus eliminating any blurring or double impression on larger work. Impression roller pressure can be easily adjusted by turning a dial at the side, to compensate for varying thickness of stock. The standard model Full Sheet Signmaster is furnished with the steel table as shown above.

STANDARD EQUIPMENT FURNISHED WITH THE *full sheet Signmaster*

DIMENSIONS

Full Sheet Signmaster
Deluxe Unit

Overall size: 69" x 30" x 42"

Type table size: 30 1/4" x 30" x 59"

Combined shipping weight: 1050 lbs.

- | | |
|---|-------------------------------|
| 1 30" x 30" Metal type rack | 1 6A font, 1 1/2", caps |
| 1 12 Drawer type cabinet | 1 Figure font, 1 1/2" |
| 1 Card drying rack | 1 6A font, 1 1/2", lower case |
| 2 Inking rollers | 1 3A font, 2", caps |
| 15 Short type bars (for printing crosswise on card) | 1 Figure font, 2" |
| 8 Long type bars (for printing lengthwise on card) | 1 3A font, 3", caps |
| 30 Type clips | 1 Figure font, 3" |
| 1 6A font, 30 point, caps and figures | 1 Tube black ink |
| 2 6A fonts, 30 point, lower case | 1 Tube red ink |
| 1 6A font, 48 point, caps and figures | 1 Gallon type cleaner |
| 2 6A fonts, 48 point, lower case | 1 Can hand cleaner |
| 1 6A font, 72 point, caps | 1 Machine stand |
| 1 Figure font, 72 point | 1 Foot treadle |
| 1 6A font, 72 point, lower case | |

See pages 24 and 25 for available type faces and sizes.

Full Sheet Signmaster DELUXE UNIT

The type table has a big 30" x 30" metal type rack, plus convenient pull-out drawers for storage of additional type. Two shelves provide space for the storage of card stock and other supplies.

This mobile type table is ruggedly built of heavy gauge steel, with a handsome enamel finish, and is equipped with casters. It is easily rolled to any convenient floor location and after use can be moved against a wall. A fluorescent light is included to illuminate the work surface.



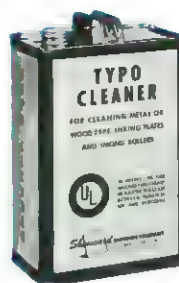
Type table replaces 30 x 30 type rack
and 12 drawer type cabinet



PRINTING INK

Showcard Machine "Mag-Ink"—This is a sensational new development in printing ink that dries almost instantly on cards, yet remains wet and workable on type and rollers for days. You can stack printed cards almost immediately. Provides perfect impression with fast, true color. Available in black, white and twenty bright colors. Packed in plastic tubes.

TYPE CLEANERS



Typo Cleaner — For everyday clean-up of type, rollers and inking plates. Works quickly, leaves no greasy residue. It is non-toxic and will not irritate the skin. Bears the seal of the Underwriters' Laboratories, and may be kept in workrooms without conflicting with fire and safety regulations. Packed in 1 gallon cans.



Special "X" Cleaner — For periodic clean-up of type, rollers and machine, it's tough enough to make short work of cleaning ink-encrusted type, yet is rated by Underwriters' Laboratories as safe enough to go through the mail. Harmless to wood and metal type. In 1 gallon cans.

INK ROLLERS



Made of a new synthetic material that out-wears, out-lasts ordinary rollers many times. Extron is easy to clean because it is non-porous, contains no air cells to trap ink. Extron will withstand extreme heat without losing its shape. Available in five sizes—with 1/2, 1 1/2, 2, 3 and 5 inch rollers.

HANDY CLEANER CAN

Stores type cleaner safely yet keeps it immediately available. To use, simply invert can and pull back nozzle as illustrated. Automatically closes again to protect against spilling or evaporation. Capacity, one pint; easily refilled by unscrewing nozzle. All brass.



HAND CLEANERS



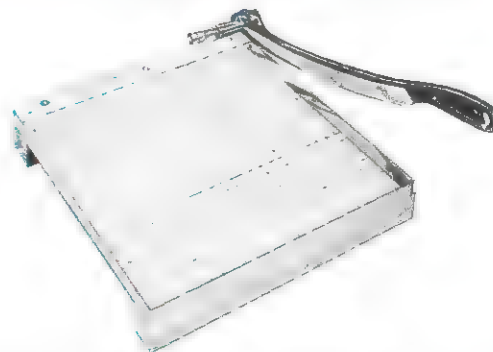
Paste Type — Packed in 1 lb. cans



Lather Type — In new aerosol container. Goes three times as far as ordinary cleaners.

Quickly removes ink, grease, glue or paint. No water needed; just rub cleaner into hands thoroughly and wipe off. Contains no abrasives — leaves hands soft and smooth.

PAPER CUTTERS



Heavy duty construction, to trim heaviest board easily. Hardwood bed is scored to facilitate measuring and squaring. Metal frame construction keeps cutting blades in perfect alignment. Available in three sizes; 15" x 15", 24" x 24" and 30" x 30".

SPECIAL RULES, BORDERS, ELECTROS

Available for use with Showcard Machines are special wood rules, decorative borders, special holiday cuts, and complete words or groupings such as "Special", "Each", etc. Proof sheets sent on request. Cuts of any special design or signature can also be made for use with the Showcard Machine upon receipt of art work.

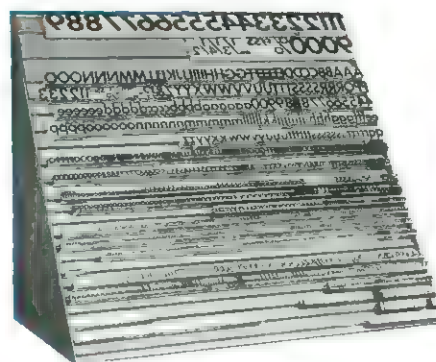
BIG VALUE



Crown



METAL TYPE RACK



Contributes to maximum operating speed. Holds all type instantly available — shows all type to aid in proper selection. Type slides on or off rack easily, encourages neat keeping. All metal construction is extremely sturdy. Available in two sizes — with storage areas 20" x 20" and 30" x 30".

CARD DRYING RACK



Holds cards while drying, prevents smearing or offsetting of ink. Simple to use; just set cards in place. Grips cards securely, without scratching or marring. Handles permit carrying loaded rack to any desired spot for drying. Takes cards of any size; capacity, 150 large cards or 300 smaller cards.

4 DRAWER TYPE CABINET



Durable metal construction. Drawers slide freely and easily. Ideal for storing wood and metal type. Occupies very little space. Attractive gray finish. Measures 22½" x 24" x 8".

CARD STOCK

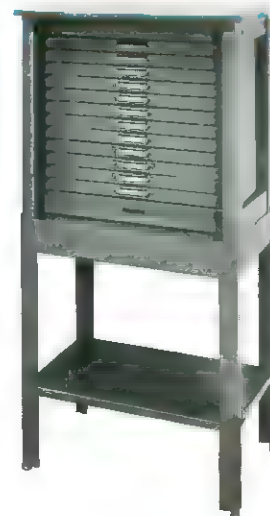


Showcard Machine Company can furnish card stock in all standard sizes, and in a wide range of colors and thicknesses. This is all first-quality board, properly sized and finished for maximum printability and minimum drying time. Wrapped in standard packages of 100 sheets. Sample swatches and full information sent on request.

12 DRAWER TYPE CABINET

Provides covered storage of type, for maximum protection and cleanliness. Drawers slide freely and easily. Cabinet is of finest quality wood construction. Attractive metallic gray finish. Size 25" x 22½" x 25".

MATCHING STAND — Companion to 12-drawer type cabinet. Brings type up to convenient height. Has shelf for card storage.



STANDARD TYPE FACES

The type faces shown here we call our standard faces and we suggest that one be selected as the basic face to be furnished with your Showcard Machine. The sample faces shown are 30 point size, but can be supplied in sizes from 18 points up to 3 inch characters, and even larger in some faces. These standard faces will satisfy most needs and are stocked for prompt delivery. We can supply almost any other face you may require; just send us your type sample for complete information.

Futura LIGHT
Futura MEDIUM
Futura MEDIUM CONDENSED
Futura SEMI-BOLD
Futura BOLD
Futura BOLD CONDENSED
Radiant BOLD
Cooper BLACK

Stymie MEDIUM
Stymie BOLD
Goudy BOLD
Bodoni BOLD
Cheltenham BOLD
Garamond BOLD
Garamond Light
Ultra BODONI

DISPLAY FACES

These display faces are mainly used to add variety and accent to your typographic layouts. Available in sizes up to 3 inches high and are carried in stock for prompt delivery.

<i>Brush</i>	<i>Showscript</i>
<i>Coronet Bold</i>	BALLOON
DOM CASUAL	GAY NINETIES
Lydian BOLD	CLARELAN

EXCLUSIVE SCRIPT FACES

Here are some exclusive script faces that will add interest and flair to your layouts. These faces are available in 1 inch sizes and larger.

<i>Barclay</i>	<i>Starlight</i>
<i>Murray Hill Bold</i>	<i>Mayfair</i>
<i>Penscript</i>	<i>Quille</i>
<i>Wilshire</i>	<i>Flair</i>

TYPE FURNISHED WITH EACH MODEL

This chart shows actual sizes of type furnished with the different Showcard Machine Models. (The 4" Caps and figures furnished with the Long Master are listed at bottom but not shown.) Specimens are all Futura Semi Bold. Purchaser may select, instead, any of the other standard type faces shown on opposite page.

		Model 7-11	Model "A"	Model "C"	Model "B"	Model "B-Special"	Model MA-52	Signmaster	Longmaster	Full-Sheet Signmaster
SALE sale 1234	30 pt. Caps and figures 30 pt. Lowercase 30 pt. Figures only	• •	• •	• •	• •	• •	• •	• • •	• • •	• •
FT sem 72	48 pt. Caps and figures 48 pt. Lowercase 48 pt. Figures only		• •	•	• •	• •	• •	• • •	• • •	• •
AB ab 12	60 pt. Caps 60 pt. Figures	• •								
AB ab 1	72 pt. Caps 72 pt. Lowercase 72 pt. Figures		• •	• •	• •	• •	• •	• •	• •	• • •
Rh 8	1 3/8" Caps 1 3/8" Lowercase 1 3/8" Figures	•	•	• • •	• • •	• • •	• • •	• • •	• • •	• • •
C 4	2" Caps 2" Figures		•		•	•	• •	•	•	• •
E 1	3" Caps 3" Figures						• •			• •
	4" Caps 4" Figures (Not shown)								• •	



SINCE 1888
HARRIS & FRANK
CALIFORNIA
444 SOUTH BROADWAY • LOS ANGELES • 21
WISCONSIN 2187

"We are pleased to recommend your Showcard Machine, having purchased a Model D in 1937, and later a Model B. These machines have been in daily use making window and interior signs for our chain of coast stores. They have never required service and are making as good signs as when new."

OWENS-ILLINOIS GLASS COMPANY
GENERAL OFFICES • TOLEDO 1, OHIO

M. B. THOMPSON
PLANT ENGINEER

BRIDGETON, NEW JERSEY

"We never dreamed the machine could do as much as it does and we have found it most satisfactory in producing show cards and streamers."

Miller & Rhoads The SHOPPING CENTER
INCORPORATED
RICHMOND, VIRGINIA

"We certainly do like the machine . . . Ran 177 signs the other day from 11:00 A.M. to 4:00 P.M. with a half hour for lunch. This is no exaggeration and there were not many signs that were larger than multiples of two."



SALISBURY MARYLAND

"The Showcard Machine is being used to make paper masters for our offset machine . . . As a matter of information this letterhead was set on the Showcard Machine . . . We of course are making signs for our retail bake shops and food service outlets."

Here's the kind of service you can expect from Showcard Machines



DICK RICHMOND
201 EAST FLAGLER STREET
MIAMI, FLORIDA

"I have used your Showcard Machine for the past nine and one-half years and I am happy to state that in all the time I have used it it has given perfect service. No replacement of parts has ever been necessary."

Stinoway Drug Company
CHICAGO'S OUTSTANDING DRUG STORES

OFFICES AND WAREHOUSE • 318 W. RANDOLPH ST. • CHICAGO 24 PHONE BRANKLIN 8284

"When I started with our organization we had two of your machines. A year later we purchased two more. The machines have done an outstanding job and have paid for themselves a hundredfold. . . . The first two machines were purchased a little longer than seventeen years ago. Never has there been any maintenance or repair of any kind necessary."



Lytton's Henry C. Lytton & Company
234 SOUTH STATE STREET CHICAGO 4, ILLINOIS • TELEPHONE WABASH 3200

"Your representative has shown us a copy of the letter we sent you about 19 years ago, shortly after purchasing a Showcard Machine. We can now write a sequel to that letter. During all the years since, our machine has seen almost daily use, and has required no servicing or maintenance expense of any kind. It is performing today as satisfactorily as ever."

Crosley Broadcasting Corporation
CROSLY SQUARE • 140 W. NINTH ST. • CINCINNATI 2, OHIO

"For quite a few years I have searched for a handpress which would be simple to operate and that could be used in connection with art work for television. My problem has been solved with the finding of your machine . . . Our Promotion Department also uses the machine for ads of all types."

SILVERWOODS
SOUTHERN CALIFORNIA

"In 1936 Silverwoods purchased a 'Model B' Showcard Machine for use in our Display Department to produce window and interior cards. During these past years this machine has given us exceptional service both in quality of printing and in the speed and efficiency with which our work is turned out. It has never 'broken down' . . ."

PUBLIC SERVICE COMPANY OF COLORADO
DENVER, COLORADO

"We feel that this machine is unexcelled in its usefulness and has required no servicing of any kind. Under normal circumstances we cannot see how it would require any servicing for a good long time. It has even exceeded our expectations in utility, adaptability and efficiency."

BROADWAY DEPARTMENT STORE, INC.
BROADWAY FOURTH AND HILL
LOS ANGELES 21, CALIFORNIA

"We have used the Showcard Machine in our sign shop since 1934. It has proven very satisfactory in every way. Starting with one machine we now have three. . . . It is a simple matter to get good formats and layouts with the Showcard. In duplication of cards it saves a great deal of time."

Showcard Machine Equipment

PRICE LIST

Shown on Page	Equipment	Price
6	Model 7-11 Showcard Machine with standard equipment	\$ 325.00
6	Model 7-11 Showcard Machine with standard equipment and "Sign Center"...	514.00
7	Model "C" (8" x 22") Showcard Machine with standard equipment	615.00
8	Model "A" (12" x 15") Showcard Machine with standard equipment	675.00
9	Model "A" (12" x 15") Showcard Machine with standard equipment and "Sign Center"	893.50
10	Model "B" (14" x 22") Showcard Machine with standard equipment	895.00
11	Model "B-Special" (15" x 23") Showcard Machine with standard equipment	1,065.00
12	Model "B" (14" x 22") Showcard Machine with standard equipment and "Sign Center"	1,113.50
	Model "B-Special" (15" x 23") Showcard Machine with standard equipment and "Sign Center"	1,283.50
13	Model "B" (14" x 22") Showcard Machine with standard equipment and "Efficiency Unit"	1,338.50
	Model "B-Special" (15" x 23") Showcard Machine with standard equipment and "Efficiency Unit"	1,508.50
14-15	Model "MA-52" (25" x 35") Showcard Machine with standard equipment	2,445.00
15	Model "MA-52" (25" x 35") Showcard Machine with standard equipment, Deluxe Unit	2,727.50
16	Model "DFS" (30" x 45"), Showcard Machine	2,150.00
17	Model "Long-Master" (15" x 45") Showcard Machine with standard equipment	1,945.00
18	Model "Signmaster" (15" x 23") Showcard Machine with standard equipment	1,554.95
19	Model "Signmaster" (15" x 23") Showcard Machine with standard equipment and "Efficiency Unit"	1,998.45
20	Model "Full Sheet Signmaster" (22" x 28") Showcard Machine	2,769.40
20-21	Model "Full Sheet Signmaster" (22" x 28") Showcard Machine with standard equipment	3,475.00
21	Model "Full Sheet Signmaster" (22" x 28") Showcard Machine with standard equipment, Deluxe Unit	3,573.50

F.O.B. Chicago, Ill.

Showcard MACHINE COMPANY

320 W. Ohio St., Chicago, Illinois 60610

All prices shown above subject to change without notice.

cool, cool fashion in
Ice Bl.

THIS YEAR WISH HER...
SEASONS GROOMING... She'll love it!
TUDAY BRIGHTENERS

Silverwoods

Country Casualness with a

Metropolit-

Freshman
TION DANCE

elegance in
glassware

IA ITALIA!

ISH BEST

TODAY'S
FEATURE
GOLDEN RIPE
BANANAS

Before you invest . .

INVESTIGATE

See the one and only
Showcard **MACHINE**
before you buy
sign-making equipment



Showcard **MACHINE COMPANY**, 320 W. Ohio St., Chicago, Illinois 60610